



Certificate of Achievement

Matthias Giger

has completed the following course:

INVESTIGATING INNOVATION
DEAKIN UNIVERSITY AND COVENTRY UNIVERSITY

In this course, you investigated why you should innovate and how innovation can be part of your everyday life. You learnt about different types and popular misconceptions of innovation and applied innovation to a real-life example to enhance your understanding.

2 weeks, 3 hours per week



Matt Mount
Assistant Professor of Strategy and Innovation
Deakin University



Joan Lockyer
Deputy Director, International Centre for
Transformational Entrepreneurship
Coventry University



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit futurelearn.com/proof-of-learning/certificate-of-achievement.

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has completed the following course:

INVESTIGATING INNOVATION **DEAKIN UNIVERSITY AND COVENTRY UNIVERSITY**

86%
AVERAGE TEST
SCORE

Innovation is a key element of entrepreneurial success and growth for any organisation. Being innovative gives a business a competitive advantage and helps shape a positive future. In this course, you investigated why you should innovate and how innovation can be part of your everyday life. You learnt about different types and popular misconceptions of innovation and applied innovation to a real-life example to enhance your understanding.

STUDY REQUIREMENT

2 weeks, 3 hours per week

LEARNING OUTCOMES

- Explain the different types and outcomes of innovation
- Identify and distinguish between ideation, development and commercialisation stages of the innovation process
- Apply innovation as a combination of the classifications (type, process, outcome) to a real life example and examine what innovation means for you
- Evaluate and challenge the traditional 'go it alone' approach of the innovation process

SYLLABUS

- Different manifestations and types of innovation
- Different stages of the innovation process
- Information required to critically evaluate real life examples of innovation and what impacts they have
- How to challenge the notions of innovation